



**COLORADO
WILDLIFE COUNCIL**

Pilot Outreach Program Vision

May 25, 2020-October 15, 2020



MESSAGING



Economy and Wildlife Benefits

- Showcase how hunting and angling helps the Colorado economy including small towns and local businesses.
- Inform how license fees from hunting and angling help protect and provide access to public land that Coloradans use for hiking and other outdoor recreational activities.

Spirit of Freedom

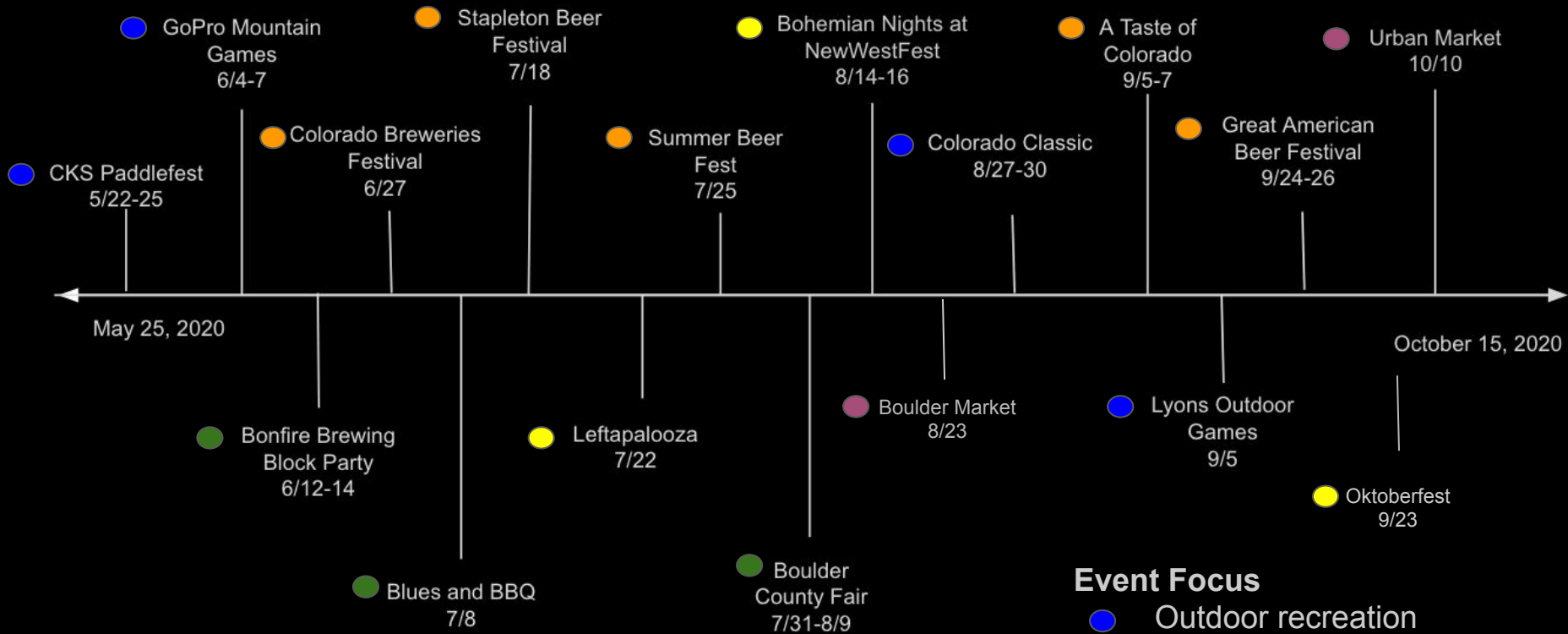
- Colorado was founded in the spirit of individuality--making our own way--and we have to let people continue to make the mountains their own and enjoy it the way Coloradans have done for generations, whether it's hiking, camping, skiing, snowmobiling, fly fishing or hunting.
- Living in Colorado means having the freedom to live life to our fullest and allowing others to do the same. From concerts at Red Rocks, to flyfishing an unknown river.

It's just how we do things in Colorado.
We live, and we let live.





EVENTS



Event Focus

- Outdoor recreation
- Craft beer/local brewery
- Concert
- Family fun
- Farmers markets



2019 GOPRO MOUNTAIN GAMES

STAKEHOLDERS REPORT

A PROJECT OF THE VAIL VALLEY FOUNDATION
 #GOPROMTNGAMES

83,327 ESTIMATED SPECTATORS

2,974 TOTAL ATHLETES

4,450 ATHLETE REGISTRATIONS

148 BRAND SPONSORS

\$7.3M ECONOMIC IMPACT

88 NET PROMOTER SCORE

5 UNIQUE VENUES

4.7 SATISFACTION RATE (OUT OF 5)

AVG. GROUP SIZE: 3.2

AVG. # OF DAYS ATTENDED: 2.4

AVG. # NIGHTS IN LODGING: 4.0

82% CAME TO VAIL SPECIFICALLY FOR THE EVENT

7,032 ROOM NIGHTS GENERATED

62% HAVE ATTENDED IN THE PAST

9,435 BEERS, 1,336 GLASSES OF WINE AND 6,500 TACOS SOLD

90% LIKELY/VERY LIKELY TO RETURN

395 MILLION MARKETING IMPRESSIONS

FAVORITE EVENTS: KAYAKING, DOCKDOGS, WORLD CUP CLIMBING, SLACKLINE

TOP REFERRALS: WORD-OF-MOUTH, NEWSPAPER, POSTER, SPONSORS, SOCIAL MEDIA



L.L.Bean
**GEAR
TOWN**

The largest collection of outdoor brands, gear, SWAG, live music, awards and the Pacifico Food & Beer Garden



Go RVing.
**DOG
TOWN**

Home to our favorite pup comps: DockDogs, Dueling Dogs, NEW K9 Super Wall and an entire village of dog-friendly sponsors



NATURE VALLEY
**ADVENTURE
VILLAGE**

Free Family-Friendly Interactive Zone, Kids Kayak Pool, Climbing Wall, Fly Fishing Demos and Mountain Bike races



**ZEN
ZONE**

Located on the vibrant fields of Ford Park adjacent to the Gerald R. Ford Amphitheater and GoPro Mountains of Music



**MOUNTAIN
PLAZA**

TIAA Bank Climbing Wall and IFSC World Cup Climbing, ISOPURE Athlete Lounge, VIP, and the start to all our running races

**OFF-SITE
EVENTS**

Multiple 2019 events took place throughout the Vail Valley including Red Cliff, Wolcott, Eagle-Vail, and East Vail



Male/female Ratio	55/45
<21	10%
21 - 30	35%
31 - 40	25%
41 - 50	20%
51+	10%

Full line up of events:

- Concert with nationally-touring acts
- Beer festival with over 70 breweries
- The Beer Relay (running race)
- Mountain Bike trails
- Family-friendly
- RAD Track Bike Obstacle Race
- Fly Fishing competition
- BMX dirt jumping
- Kids area with obstacle course and inflatables
- Yoga
- Dock Dogs aquatic dog jumping



OUR BOOTH



DESIGN EXAMPLES

Collateral



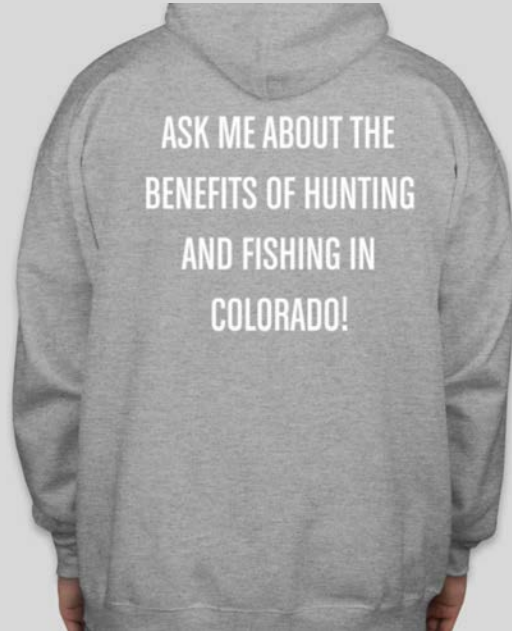
Did you know license fees from
hunting and fishing help
protect and provide access to public land?

DESIGN EXAMPLES

Collateral



Did you know fishing
licensing fees help to
restore local fish populations?





Welcome to Kate's Real Food!

"A raw, wild, wonderful place. A reintroduction to your senses. An acknowledgment of your emotional space. This is adventure. This is the authentic texture of life. Enhance your experience."

- Kate Schade

**NON
GMO**

**ALL
NATURAL
HONEY**

**GLUTEN
FREE**

**USDA
ORGANIC**



True to our roots: we are committed to making real, great-tasting food to fuel your every adventure.



We keep it simple: only whole foods with great texture and ingredients you recognize.



BOOTS ON THE GROUND

Relevancy

“Maybe [hunting and fishing] were part of the Colorado lifestyle a long time ago, but nowadays, I think of hiking, mountain biking, skiing, snowboarding, camping and breweries as the Colorado lifestyle.”

-Male, 3-10 years in CO

“It’s hard to say whether or not I think it’s good or bad for Colorado for either of these hobbies [hunting/fishing] because I’m not engaged enough in the community to know the impact it has on our community.”

-Female, Native CO



Now, please indicate your level of agreement with the following statement:
I believe the Colorado Wildlife Council is a credible source of information on the benefits of hunting and fishing.

**Caution: small sample size.*

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

Because awareness of CWC is relatively low, it isn't surprising the views on credibility are split. Though this sample size is very small, it suggests an opportunity to build rapport among Coloradoans and, in turn, establish itself as the trustworthy, 'go-to' source for information on the benefits of hunting and fishing.



Coalition Building

Strategy: Find and build meaningful partnerships that will help amplify Colorado Wildlife Council's message through creating awareness of the council and clearly articulate on understanding the value CWC also provides them.

- Partnerships
- Message amplification
- Event participation
- Speaking Engagements





THANK YOU

Key Points

- In-person messaging gives us an opportunity to display relevancy to Colorado culture
- In-person messaging gives a personal attribute to the social media campaign
- Who we are
- Coalition building

